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**INDIA'S
RISING
FASHION
RETAIL:**
*MARKET SIZE,
TRENDS,
PROSPECTS &
FORECAST*

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India today is the most populous nation and the fifth largest economy in the world, and it is expected that it will emerge as the third largest by 2035. Factors such as rising disposable income, further urbanisation, better connectivity, and a large young population have enabled the country to pull off this success story. This, apparently, has made the Indian market lucrative, and thus has witnessed growth across sectors.

Among them, vibrant and prospective, is the fashion industry. Fueled by the abovementioned factors and many others, the sector is expected to experience strong growth. Over the years, it has become more organized and segments have witnessed more players entering, making it more competitive. If the market was dominated by ethnic and formal, today casual and athleisure are the new trends. When it comes to womenswear, ethnic wear is more interwoven with western wear. In this backdrop, what is burgeoning is kidswear, as families become smaller and more parents join the workforce. Overall, the market is becoming more organized, and we are likely to witness intense competition.

To unravel the intricate details, we have presented in this issue a comprehensive and elaborate analysis of the market. I'm certain that the details will help you understand where the market stands and what you can expect from it. This will also help you make informed decisions.



Amitabh Taneja



Tasva launches 5th store in MP

Menswear ethnic brand Tasva has opened a new store in Madhya Pradesh. The store is spread across 3,500 sq. ft. and is located on the Gorakhpur Main Road in Jabalpur.

Tasva at present has five stores in Madhya Pradesh located in Bhopal, Jabalpur and Indore. Tasva is owned by Indivinity Clothing, a partnership between Tarun Tahiliani and Aditya Birla Fashion & Retail Ltd (ABFRL). The ethnic menswear brand was launched in December 2021 with its first retail store at Malleshwaram, Bengaluru. In October 2022, Tasva forayed into the e-commerce marketplace with Myntra, outside of its own website. Today the company operates more than 50 stores across 30 cities in India.

ABFRL is a fashion retail company owned by Indian multinational conglomerate Aditya Birla Group. The company owns a repertoire of brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England and Pantaloons.

Reebok expands footprint in South India

Sportswear brand Reebok has expanded its retail presence in South India by launching two outlets in Kochi and Chennai. The stores are located at Lulu Mall, Edappally (Kochi), and Phoenix Marketcity, Velachery (Chennai).

Reebok entered India in 2006 under its previous owner German sportswear brand Adidas and its primary business model was franchisee-owned. In December 2021, ABFRL (Aditya Birla Fashion and Retail Limited) acquired exclusive rights to distribute and sell Reebok products through wholesale, e-commerce, and Reebok-branded retail stores in India and Southeast Asia under a long-term licensing pact with Authentic Brands Group.

ABFRL is the retail arm of Aditya Birla Group and it operates international fashion and lifestyle brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle, and Galeries Lafayette. The retail giant has a network of 3,977 brand stores, 33,535 multi-brand outlets, and 6,723 points of sales in department stores across India as of 31 March 2023.



Shoppers Stop opens SS Beauty outlet in Chandigarh

Shoppers Stop launched 11th outlet of its new format SS Beauty in Chandigarh. The size of the store is 1,200 sq ft and is located at Nexus Elante Mall, Chandigarh.

SS Beauty is a luxury beauty store chain by Shoppers Stop. The retailer opened its first standalone beauty store of this format in Malad, Mumbai in February 2022. SS Beauty's third exclusive retail point in Mumbai was launched in May 2022 at Oberoi Mall, which happened to be the first-ever SS beauty store to supply only Estée Lauder Companies brands. Earlier this year, Shoppers Stop opened an SS Beauty outlet in Chennai. The total number of SS beauty stores is now 11. Shoppers Stop also recently opened its first store of affordable fashion format in Hyderabad. The brand also opened its first premium Home Stop format store in Dehradun recently. The store is located at Centrio Mall, which aims to provide end-to-end home decor solutions under one roof.

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 98 department stores in 52 cities, the company also operates premium home concept stores (11 Stores), 127 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Smash box, Jo Malone and Arcelia and 26 Airport doors, occupying an area of 4.4M sq. ft.

NEW STORES

Menswear brand Snitch enters offline market

Bengaluru-based men's online clothing brand Snitch entered the offline market with the launch of its first flagship EBO in Bengaluru. The new store is spread across 2,500 sq. ft. and is located at Jayanagar, Bengaluru, and was launched on the brand's third year anniversary on 4 July, 2023.



“Exciting year for us at Snitch being an online-only brand where 80% of our revenue is from our app/website and growing consistently we thought it was the right time for us to go offline and capitalize on what we have built over the last 30 months and get closer to our customers,” says Siddharth Dunganwal,

founder of Snitch. “Over the last 3 years, we have got tremendous love and growth from our consumers and hence the decision of going offline. The offline stores would help us get closer to consumers and give them a better experience of the brand

and our products. Apparel is always going to be a touch and feel factor, we want just our customers to not just look good but feel good,” he added.

Founded in 2018, Snitch started as a B2B (business-to-business) portal manufacturing daily menswear for retailers. The brand recorded revenue of Rs 17 crore in its first year of operations. During the pandemic, the company restructured its business model and relaunched as a D2C (direct-to-consumer) brand. As per the brand, it is aiming for an offline expansion in South India and plans to open 6 to 8 stores in Bengaluru, Hyderabad and Chennai.

UAE - based My Perfumes Select enters Mumbai

My Perfumes Select, UAE-based perfume brand, has announced the arrival of its signature line of fragrances in India with the launch of its one-of-a-kind, flagship store in Mumbai. The 1,200 sq ft store is located in Colaba district.

Mustafa Firoz, Managing Director, My Perfumes Group, says, “Mumbai is famously the Maximum City, known for its enduring vibe and discerning taste. So, it was only natural that we would bring the exclusive My Perfumes Select experience to the people of Mumbai. Our flagship store launch represents our dedication to providing a one-of-a-kind retail experience and the highest quality fragrances to our valued customers. We are looking to build and expand our retail presence in India and are working to establish ourselves as the preferred premium brand for a discerning clientele that truly values quality and craftsmanship,”

The perfume brand plans to expand its retail footprint across India and the Gulf region. It's looking to open approximately 100 retail stores in the next 3 years in India. This strategic growth plan demonstrates its commitment to making its fragrances accessible to a wider, discerning audience, while maintaining its unwavering commitment to luxury.



Aldo opens second store in Kerala



Footwear and accessories brand Aldo has launched its second retail outlet in Kerala. The store is located at Hilite Mall in Kozhikode (Calicut) and is the 58th retail outlet of Aldo in India. It offers footwear as well as leather sneakers and high heels for women.

Aldo's first retail store in Kerala was launched in 2020 at the Lulu Mall, Edappally, Kochi and is present in India at 50 locations. It operates in the Indian market through its partner Apparel Group India. The company launched its first brick-and-mortar store in Mumbai at Phoenix High Street in May 2005.

Apparel Group is a global fashion and lifestyle retail giant based in Dubai, UAE. The company has over 2,025 stores across more than 14 countries and markets more than 80 brands, many of which fall in fashion segment.

Aldo is a Canadian multinational fashion and lifestyle retail company that owns and operates a worldwide chain of shoes and accessories stores. The company was founded by Aldo Bensadoun in 1972 and its corporate headquarters is based in Montreal. Today, the Aldo Group has nearly 3,000 stores across 100 countries.

Brand Suman Nathwani: Using Innovative Designs to Shape the Intimate Wear Category

Brand Suman Nathwani is on a growth spree and how! The brand has grown on the back of technology, store design and customer experience par excellence. Its inclusive designs and superior fabric quality have made it an instant hit across age groups and the brand aims to expand its retail presence to over 100 doors across India within the next 3 years...

- IMAGES Business of Fashion



Luxury nightwear and custom-made lingerie brand Suman Nathwani has come a long way since its humble beginnings in 1987. The eponymous brand, founded by designer Suman Nathwani with just two karigars and a home unit, has now become synonymous with exquisite nightwear and lingerie.

Today, with over 120 skilled craftsmen and a large commercial unit, Suman Nathwani supplies products to the top 30 multi-brand outlets across India.

Suman Nathwani's designs have been adorned by numerous celebrities, including Bollywood superstar Amitabh Bachchan, John Abraham, Bipasha Basu, Katrina Kaif, Eesha Gupta, and Shradha Kapoor, among others.

USP & DIFFERENTIATION

So, what makes the brand different from so many others in the same line? For starters, its diverse range of products like nighties, nightsuits, co-ord sets, aligning with changing preferences of the younger generation, customized bridal nightwear - all catering to individual preferences and sizes.

"Over the years, we have observed a shift in consumer preferences.

Initially, nighties were the highest-selling products, but since 2014, there has been a significant surge in the demand for nightsuits.

The pandemic accelerated the preference for comfortable wear, and consumers now predominantly choose nightsuits over nighties," explains Suman Nathwani, Founder.

The size-inclusive brand offers unique products like hand-embroidered swimwear and comfortable resort wear all of which abide by the brand code of limited designs, exceptional fabric quality and longevity.



THE NON-LINEAR SUSTAINABLE APPROACH

Unlike the linear model, circular fashion is one approach in which waste and pollution are designed out, products and materials are kept in use for as long as possible, including through reusing and recycling, and where natural systems are regenerated.

Despite being often associated with glamour and style, the fashion industry today accounts for up to 10% of global carbon dioxide output, according to the United Nations Environment Programme. It also accounts for a fifth of the 300 million tons of plastic produced globally each year. With textile production and garment manufacturing responsible for significant greenhouse gas emissions, water pollution and

landfills, fast fashion has been identified as a major polluter. The Ellen MacArthur Foundation estimates that a truckload of abandoned textiles is dumped in landfills or incinerated every second. It's estimated that people are buying 60 percent more clothes and wearing them for half as long. More than 60 million tons, says Nature, of clothing is now bought every year. A figure that is expected to rise still further, to around 100 million tons by 2030.



It's estimated that people are buying 60 percent more clothes and wearing them for half as long. More than 60 million tons, says Nature, of clothing is now bought every year.

However, in this backdrop, several manufacturers and brands have made significant progress in stimulating circularity in fashion. A term that emerged around 2014, 'circular' has rapidly become one of the industry's most embraced sustainability concepts. Unlike the linear model, it's one in which waste and pollution are designed out, products and materials are kept in use for as long as possible, including through reusing and recycling, and natural systems are regenerated. Many embrace this as one of the approaches, while others solely rely on it to achieve their sustainability goals.

Initiatives

H&M says its circular approach focuses on three interconnected areas that cover its products and services, supply chain, and non-commercial goods, such as packaging and store interiors, offices, and distribution centres. Three of its brands created denim collections following the Ellen MacArthur Foundation's Jeans Redesign guidelines. Its sustainability report claims that it continues to produce collections made from recycled materials. & Other Stories produced a capsule collection using 100% recycled mulberry silk made from waste from the production of the silk itself. The brand also released a jewellery collection made from recycled sterling silver. The silver was collected through 'urban mining', a process of recovering precious metals from discarded household waste.

Similarly, Levi's says its merchandising, design, product development, and marketing teams have embraced a circular mindset that aligns with the Ellen MacArthur Foundation's Make Fashion Circular vision. Its SecondHand platform aims to make vintage items available to consumers. In 2021, it expanded the program in Europe. During the year, it collected products at eight stores in Germany, offering consumers discount vouchers on future purchases in exchange for Levi's clothing in good condition. If jeans are too worn or damaged, consumers can still drop them off at a Levi's store for recycling and receive a gift card toward a future purchase. Its partner Blue Jeans Go Green then converts the used denim into insulation for buildings, a greener alternative to standard insulation.

Back home, ethnic wear and lifestyle brand FabIndia launched and expanded a number of product lines that create clothing and homeware from recycled goods. Its



A PLATFORM TO RESELL

Kirti Poonia, Co-Founder, Relove

How was the idea of Relove born?

Relove was born out of the need to reduce pressure on earth's resources and reduce fashion's impact on the planet. I used to run a fashion brand called Okhai and several customers had over 100 garments from us, some had moved across sizes from XL to XS and were unable to wear these garments. Prateek and I then developed the technology to help brands become more circular and help their customers become more loyal to the brand by liquidating their wardrobes.



How does your business model work?

We power fashion brands to host brand owned resale shops. First of its kind in India, Relove is a technology product that enables brands to host a peer to peer resale marketplace on their websites. Relove allows them to build a novel business model that will keep their clothes in circulation and hold resale value like a car does, year after year. Relove is simply a technology that lets a fashion brand's customers resell their clothing through the brand's own website. With the Relove app installed, a brand's customer can resell their past purchases. This builds immense customer loyalty for the brand.

Handsfree-Brands are not set up to manage resale, hence Relove manages the customer care, shipping from seller to buyer, product approvals, payments and quality. This makes the solution very easy to adopt, and brands can continue to focus on the core of their business while growing through resale.

Along with the technology Relove helps brands deliver a resale experience in line with their own brand identity. Relove will revolutionize the second hand market by giving brands and retailers a leading role in this segment.

How much has Relove grown since its inception?

We launched in November, 2021, with just one fashion brand. Today, we are powering resale for over 60 fashion brands.

How would you describe the understanding of circular fashion among Indian consumers?

The Indian customer and specifically GenZ is very aware of circular fashion, most of them also know the difference between, ethical fashion, zero waste fashion etc. But it's definitely a small but growing community.

Give us an overview of the circular market, in terms of size.

Circular or resale fashion is likely to become twice the size of fast fashion by 2029.



Despite Fashion Pact, fashion industry remains major polluter

Kearney's 2023 CFX finds that the needle has barely moved since last year's report, with the 200 global brands analyzed barely reaching an average of 2.97 on a circularity scale of 10.

Global management consulting firm Kearney released the 2023 Circular Fashion Index (CFX), its third study measuring the global fashion industry's progress toward circularity and sustainability. Based on proprietary analysis, the CFX acts as an objective tool helping companies understand where they rank in their sustainability practices and which circularity levers remain to be pulled. Notwithstanding the Fashion Pact launched at the G7 Summit in France in 2019, the industry remains one of the highest global polluters—hence the value of measuring progress. Kearney's 2023 CFX finds that the needle has barely moved since last year's report, with the 200 global brands analyzed barely reaching an average of 2.97 on a circularity scale of 10. A recent Kearney Consumer Institute (KCI)

survey of consumers in Italy, France, and the United States shows a lack of education on sustainability when it comes to buying and disposing of fashion products. Almost half of respondents could not say whether virgin materials are better or worse than recycled/upcycled ones, and 30 to 40 percent either weren't aware they could return clothes for recycling/upcycling or didn't know how to do it. No surprise then that most consumers would rather donate clothes or share them with friends and family. In the best scenario those clothes are used again, but more often they end up in a closet until it's time for the next donation. Even the secondhand resale market is not developed as much as it could be.

Similar to post-consumer products, pre-consumer products (unsold stock) and textiles

(scraps) also aren't making their way back into the circular supply chain to the extent they should—again no surprise given that there are numerous barriers, in terms of infrastructure and technology, to overcome.

Underdeveloped Infrastructure

On the infrastructure side, the clothing drop-off and collection infrastructure is underdeveloped. Even sorting is complex and expensive because fashion products are not designed to be disassembled into sub-components for reuse.

Infant Technology

On the technology side, mechanical and chemical recycling are still in their infancy, and both are expensive. Mechanical recycling is more developed, while chemical recycling is

MAKER OF AFFORDABLE FASHION

In 1988, in a small town of central India, Rajendra Seth decided to sell his first ready-to-wear at ₹98. Despite this bold move, the concept became a big hit and thus Dennison was born.

Karan Nangia



The Indian market is considered to be one of the most diverse in the world offering everything from high-end to budget-friendly apparels. Banking on affordable range, Ashwini Seth launched Gwalior-based brand Dennison Fashion India with the aim to become 'a brand for everyone' and its central concept being to provide affordable ready-to-wear apparel line.

The story began in 1988 with his father Rajendra Seth who saw people struggling to procure material and then getting it tailored. The enterprising, creative and hardworking Rajendra decided to sell ready-to-wear shirts in Gwalior for just Rs 98. It was considered a bold move then, but the success laid the foundation for Dennison. It was followed by the creation of a set up of just 4 machines in a 150 sq ft store. Owing to the strategy it adopted, it started getting business. States like Maharashtra, Uttar Pradesh and metropolitan regions have seen highest demand for its products.

“States like Maharashtra, UP and metropolitan regions have seen highest demand for our products. Our brand focuses more on affordable everyday apparel for working professional which requires right combination of classic design, colour and pattern needs in everyday life”

NICHE FRAGRANCES FROM UAE

UAE-based My Perfume Group was started with one multi-brand trading store in 1993. But its presence has gone global. In 2014, it launched My Perfumes Select as a new age brand that, it says, embraced rich ancient perfumery traditions of the Middle East while embracing the modern global fragrance cultures. Later in 2023, buoyed by the worldwide success, it decided to launch the brand in Mumbai. “Mumbai is a highly dynamic city and is the financial and commercial hub. It is also one of the fastest growing economies and the fashion capital of India as well,” Mustafa Firzo, Managing Director, My Perfumes Group, informs Images Business of Fashion. Excerpts.



Please tell us about the origins of your brand and the journey so far.

We started on a very humble note with one multi-brand trading store in 1993, marking 30 years in the market this year. We have successfully garnered a worldwide presence since. In 2014, My Perfumes Select was started as a new age brand that embraced rich ancient perfumery traditions of the Middle East while embracing the modern global fragrance cultures. The collection entails a delectable fusion of the East and West; a globally loved manifestation of oriental mystique and western elegance. With a relentless pursuit of excellence and a passion for creating scents that transcend time, space and borders, each bottle holds not just a fragrance but also a story. A story of elegance, sophistication, and the quest for enduring beauty.

In 2023, buoyed by the worldwide success of the brand's signature perfume palette, we decided to launch the My Perfumes Select retail experience in India.

Your brand recently entered India with an exclusive store in Mumbai. What were the factors behind this decision? What are your expansion plans in India in the next 3 years?

Mumbai is a highly dynamic city and is the financial and commercial hub. It is also one of the fastest growing economies and the fashion capital of India as well. In addition to this, our core audience is the younger generation. Hence Mumbai,

“Consumers are much more aware of international trends and a greater acceptance of the fact that quality comes at a price and a readiness to embrace brands that promise quality.”



A brand from a refined atelier

Forty-five years after it was founded, major leather goods brand Hidesign competes with the likes of Charles Keith. Today, the company operates 103 stores, is in the process of opening another 4, and has spread its presence across 25 countries.

N Bobo Meitei

Dilip Kapur was very much a part of the 'incredible idealism of changing the world' that swept across many parts of the world in the 60s and 70s when he was in the US, where he had lived for 15 years. When he returned to Puducherry's Auroville, he wanted to recreate that world. "Then there was nothing. It was a barren land. I was in a one-roomed house with no running water, in its place was a hand pump," he recalls. He started playing with bags as a hobby, a craft that he had learned when he was finishing PHD at the University of Denver, School of International Studies in International Affairs. "I needed a job and had applied at many places, and joined a business. At its factory, I was trained in leather work."

To Kapur, counterculture, freedom, equality, and non-discrimination are values, and

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